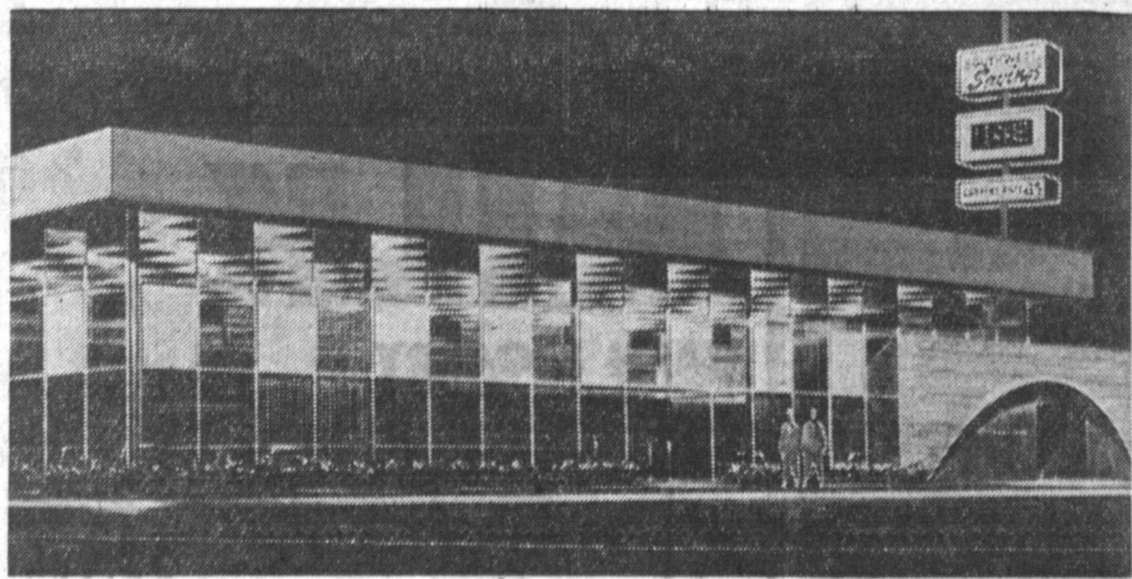


Southwest Savings and Loan assn., formally opened the doors to its new Inglewood headquarters, 2700 West Manchester Blvd. last Thursday. Assisting Fred E. Edwards, president, at the traditional ribbon-cutting ceremony the previous evening were Inglewood civic officials and business lead-



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ers during the pre-showing reception held in their honor. Open-House days have been declared from June 27 through July 10. Gifts and refreshments will be distributed to all visitors, and on July 10 a new Studebaker Golden Hawk automobile will be given away. Individuals may participate at either the new Inglewood office or Southwest Savings' Torrance location.

A major objective in the planning of the quarter-million dollar structure was to coordinate contemporary, ultra-modern architecture with functional design in the highest possible degree. Roman-face brick, vast expanse of glass, porcelain enamel and aluminum are skillfully blended throughout to dramatize its predominate feeling of spaciousness.

**Attractive Interior**  
The interior color-scheme of the Southwest Savings building is centered in wheat, bone white and norman red brick with blue carpeting in the conference sections and tan velvet seran draperies as special accents.

Handsome terrazzo tile covers the floor of the main lobby complimented by modern steel, aluminum pillars and aluminum railings. Tellers' counters and fixtures are of walnut with beige formica tops.

In addition to the president's office, facilities include a safe deposit section, coupon booths, tellers' work space, officers' section, escrow booth, insurance office and a directors' room.

The main vault is guarded by the most modern advancement in electrically operated doors, and the mail and accounting office has its own storage vault.

A public lounge in the main lobby is fully furnished for Southwest customers, and the all-purpose room complete with kitchenette will be used by Southwest employees and civic organizations.

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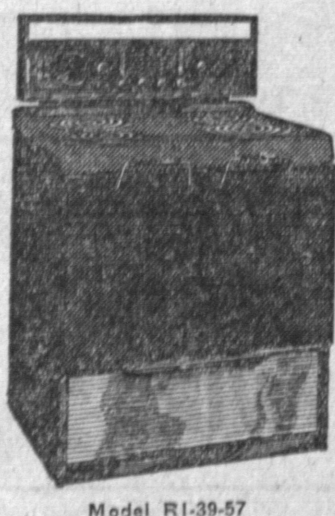
NOW . . . **COLOR** FOR THE PRICE OF WHITE

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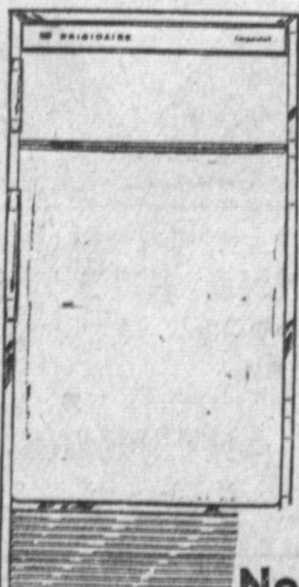
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